

Van de Kamp's

Holland Dutch BAKERS



**YOU are invited
to the Formal Opening
of our newest store**

FRIDAY

SATURDAY



In the Quality Super Market
1325 Sartori Ave., Next to Torrance National Bank

At this newest Van de Kamp Bakery Store you will find—fresh daily—more than 250 products from which to select. The prices are particularly attractive, and in addition specials are offered every day. At the opening Friday, typical Van de Kamp salesladies in Dutch costumes will be happy to serve you. Plan to visit Van de Kamp's for the gala formal opening and learn how convenient, economical, and pleasant it is to purchase at this bakery.

« SPECIALS »

Individual COFFEE CAKES

These are individual Coffee Cakes baked according to recipes perfected over many years by skilled Holland-Dutch bakers. Only the finest of ingredients are used, and special refrigeration and expert baking assure the finest finished product. These Coffee Cakes sell regularly for 5c each and are tremendously popular at that price. Take advantage of the group price at this opening . . . 6 for 20c . . . and make an important saving for your family. The selection includes: Snails, Butterhorns, and Cinnamon Sticks.



SIX KINDS

**SQUARE
CAKES**

29¢

Regularly 35c

FREE! Free to all children who are accompanied by their parents or other grown-ups . . . a miniature Van de Kamp windmill with vanes that actually turn, and a box attached filled with crisp Van de Kamp cookies. For the formal opening days, Friday and Saturday, only.



VAN DE KAMP'S OPEN BAKERY HERE FRIDAY

Celebrated Holland Dutch Bakers Locate At 1325 Sartori; Souvenirs For Opening

In response to many hundreds of requests, Van de Kamp's Holland Dutch Bakers are opening one of their spic-and-span bakery stores at 1325 Sartori avenue, in the new downtown Quality Super-Market in Torrance, on Friday and Saturday this week. The formal opening will be signaled by special values and the offering of windmill cookie-boxes to all children accompanied by their parents. These boxes are really Van de Kamp windmill stores in miniature with vanes that turn and the boxes attached are filled with crisp cookies.

"We are sincerely happy to be able to provide better service to the residents of the Torrance area by means of this newest store," said Theodore J. Van de Kamp, who was in Torrance yesterday. "We consider Torrance a progressive, growing community and have long planned to introduce one of our stores here. However, the opportunity for a good location did not present itself until recently. It is a distinct pleasure to be in the same market with merchants like those in the Quality Super Market enabling the housewife to do her shopping quickly and economically at one stop."

"When those who have not been in a Van de Kamp store see our displays, we feel certain they will appreciate the advantages offered to them in the way of fine quality at pleasing prices."

Tested Recipes
Back of these products lies a story of painstaking care and constant watchfulness to guard quality. The recipes have all been tested over a long period of time. Some of them are hundreds of years old. Master Dutch bakers of generations ago, masters in the blending of ingredients, lavished their genius on products such as Van de Kamp's cake daily.

Value is an important consideration in connection with Van de Kamp's. Prices are exceedingly attractive—within the reach of all. The size of the Van de Kamp company, which now operates 125 stores, has resulted in many economies in purchasing and production which they have passed on to their patrons in consistently lowered prices. It has resulted, too, in many refinements which only an organization operating on a large scale can utilize—such as testing laboratory assistance, studies in home-type baking, elaborate research in baking technology, and the services of the most skilled baking specialists in all departments.

The Van de Kamp Kitchens, located at Fletcher Drive and San Fernando Road, Los Angeles, with a floor area of 3½ acres, are the largest and most efficient of the diversified type in the world. Here every baking operation is handled scientifically, with the utmost dispatch consistent with maintenance of the bakery's fine-quality reputation.

Humidity and temperature control systems, ovens capable of the minutest adjustments, and the latest facilities feature this amazing plant. The proof box, accommodating 54 racks for fresh fruits, butter, eggs and other ingredients occupy an area of 2,400 square feet. The best ovens for every type of bake are used, including a battery of hearth peel ovens, five rotary ovens, 14 revolving ovens, and eight electric ovens. The doughnut department has a capacity of approximately 1,900 doughnuts an hour. All pans and other utensils are automatically washed, and dried after every operation, being practically sterilized in the process.

So well-located is this kitchen that the average time of deliveries is less than 15 minutes, bringing products oven-fresh and fragrant to all locations.

Ice Cream
Those acquainted with the Van de Kamp products may not be familiar with the fact that they have made a tremendous success with ice cream during the last year. This is a fine quality ice cream sold in rather an unusual way. Van de Kamp's pack their ice cream so that it may be purchased just like one would purchase bread. The ice cream is packed to be just right when served for periods as long as 12 hours, thereby enabling the housewife to buy her ice cream in the morning for dinner time serving. A sensation has been created by Van de Kamp's this year through the introduction of a so-called "Van de Kamp"—a delicious new type cone.

At the opening, Friday and Saturday, experienced salesladies, dressed in immaculate Holland Dutch costumes will serve patrons in the courteous manner which has made so many friends for Van de Kamp's.

In the adjoining column will be found a Van de Kamp advertisement which tells of the pleasing specials offered at reduced prices. Van de Kamp's specials are offered daily and have become tremendously popular because of the exceptional values, and readers are urged to take advantage of them.

THEY OWN AND OPERATE NEW MARKET

L. G. BARKDULL
ButcherJ. R. KLINK
GrocerROY YOSHIDA
Produce

Chester Coming



"Chester," the Towle's Bucket Syrup Banjo Boy from radio KNX will entertain you and play your favorite selections at the opening of the Quality Super Market, 1325 Sartori avenue, Friday.

NEW MARKET IS LAST WORD IN SCIENTIFIC PLANNING

Sensational Food Bargains, Special Demonstrations, Free Samples and Baskets of Food Among Attractions At Opening Friday and Saturday

With a gala celebration befitting the formal opening of one of the largest and certainly the most modern food markets in the entire Harbor industrial area, the Quality Super-Market will open its new downtown market at 1325 Sartori avenue, Torrance, this Friday and Saturday.

Besides the lure of sensational food bargains, there will also be demonstrations of food products, free samples, entertainment, and on Saturday at 7 p. m., 12 baskets filled with foods will be given away to patrons who have visited the market on Friday and Saturday. A cordial invitation is extended to everyone in this entire district to visit the new market on the opening days.

The market is the last word in scientific food store construction and will be the mecca of buyers for miles around. Brand new fixtures, the very latest sanitation and refrigeration appliances, have

been installed in the new location, next to the Torrance National Bank. Everything is arranged to be accessible to the hurried customer.

The men who will operate the new market are already well known to Torrance residents through their friendly service to patrons at the Quality Market on Torrance boulevard. J. R. Klink, the grocer; L. G. Barkdull, the butcher; and Roy Yoshida, who has the produce department, all three have given a lifetime study to their respective line of food marketing, and the beautiful new downtown market is the result of many years experience.

In addition to those named above, the Van de Kamp Bakers, Inc., have leased a department in

GROCER MEMBER of huge buying ORGANIZATION

Through his membership in the Certified Grocers, Inc., J. R. Klink of the Quality Super-Market, enjoys the benefits of a huge buying organization. The Certified Grocers, Inc., is owned by over 450 leading independent grocers in the Southland, all of whom up their buying through this one organization. In this manner, each individual food merchant in the organization receives the maximum quantity discounts from the manufacturers or producers, as the Certified Grocers, Inc., is able to buy in carload lots. The substantial discounts thus obtained are, in turn, passed on to the customers, stated Mr. Klink.

COMPLETE COVERAGE
All Torrance Herald ads run in the Tri-City Shopping News without extra charge.

the new Quality Super-Market, and a fresh display of their celebrated bakery products will be received daily.

Come to the grand opening Friday and Saturday. It will be a carnival of food values and true worthwhile bargains in all four departments. You'll save money at the gigantic opening sale this week-end and every day thereafter. This is the promise which has been made by the proprietors of the Quality Super-Market.

One-Man Circus to Be At Big Opening



Leslie's one-man circus, featuring Rube White and his trick horse, will be on hand at the opening of the Quality Super Market's new downtown store this week-end, to entertain visitors. He promises to do some fancy skating and amusing tricks with his bucking horse. Big "rabbit" balloons will be given with each purchase of two packages of Leslie salt.



Announcement! . . .

Quality Super Markets

Sell and Recommend

Mayfair Milk

A Product of Proven Quality

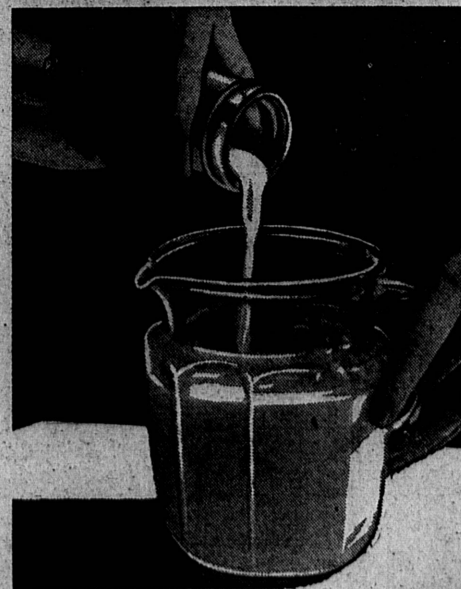
Here's a Real Health Habit!

"Put the Milk Pitcher on the Table!"

AND because it's there on the table right where everyone can reach it, the old pitcher says, "Drink me!" Not one will resist it. Jim and Betty, Dad and Mother—all will drink their share.

They know it's good for them—know it's the cheapest health insurance that they can buy.

Mayfair is like that. It builds up energy, stores up resistance to sickness, keeps minds and bodies alert—all at the same time it is tempting summer appetites with its creamy, rich look and flavor.



MAYFAIR CREAMERY, Ltd.

"An Independent Local Company"

1336 Post Avenue

TORRANCE

Telephone 337